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146 , 10 18 .  
74 72 .

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[www.vfu.bg](http://www.vfu.bg)

# I.

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1.1.

1.1.1.

1.1.2.

1.1.3.

1.1.4.

1.1.5.

1.2.

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1.3.

1.4.

1.5.

1.5.1.

2.1.

2.2. . ?

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3.3.4.

3.3.5.

3.3.6.

3.4.

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4.1.

4.2.

4.2.1.

4.2.2.

4.2.3.

4.2.4.

4.3.

4.3.1.

4.3.1.1. ( )

4.3.1.2.

4.3.2.

4.3.2.1. ( )

4.3.2.2.

4.3.2.3.

4.3.2.4.

4.3.2.5.

4.3.3.

4.3.3.1. ( )

4.3.3.2. ( )

4.3.4. ( )

4.3.5.

4.3.5.1.

4.3.5.2.

4.3.6.

4.3.6.1.

4.3.6.2.

4.3.7.

4.3.7.1.

4.3.7.2.

4.3.7.3.

## II.

„University“  
„University of Toronto“.

„York

2006 2009 . ,

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Cohen,

Randy Lennon Nancy Eisenberg,

Simon Baron-

Tiffany Graham William Ickes

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Antonio Damasio

Tania Singer

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Martin Hoffman,

Daniel Batson,

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/ ( ) /

Norman N. Holland

(expectation),

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(defence),

(fantasy),

(transformation)

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Wayne Booth

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Keith Oatley

Raymond A. Mar

Paul Bloom

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David S. Miall Don Kuiken  
(  
Jemeljian Hakemulder,  
)





(2X2ANOVA).

(1980).

(2000)

73,63 . 100. 201 , 53 26.37% , 148 101,  
- 28 - 18 48 , (

Характеристика на извадката	Брой изследвани лица	проценти
пол		
мъже	53	26,37%
жени	148	73,63%

<b>ВИД ТЕКСТ</b>		
художествен текст	<b>101</b>	<b>50,25%</b>
публицистика	<b>100</b>	<b>49,75%</b>
<b>възраст</b>	<b>От 18 до 48 години</b>	

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(2005) 106

15

801 (2005)

0.67.

18 ( - )

0.86. 35

0.48 0.83 (Joe, 1971 , 2005).



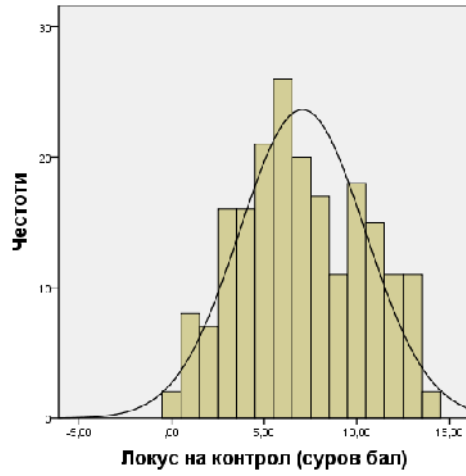
, (personal relevance),  
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,  
(value-relevant involvement) -

11 4  
1 ( ) 7 ( 7- ) .

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, ( . . . )  
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( 1,3,4 .1), ( 5,7,11)  
( 12-14), (2,9)  
( >.65)

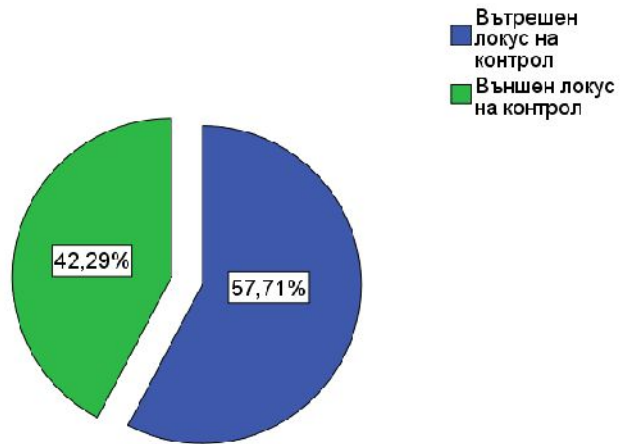


	3,392
	,087
	-,848



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42,29% (57,71%),

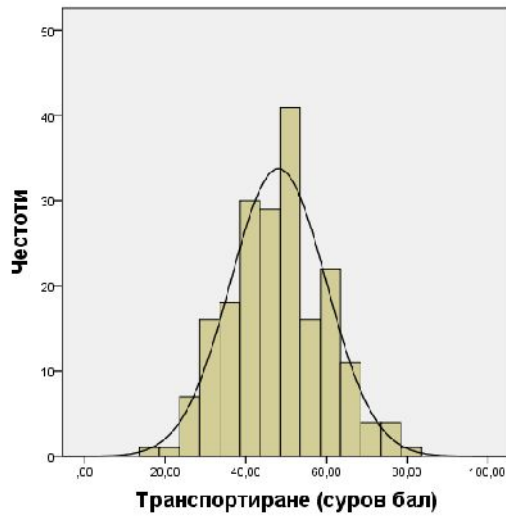
(Cronbach's Alpha), =0,747.

> 0,60. (.7 )

.3 ) (

	( )
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	<b>201</b>
	<b>16</b>
	<b>82</b>
	<b>48</b>
	<b>49</b>
	<b>48,07</b>
	<b>11,875</b>
	<b>,110</b>
	<b>-,097</b>



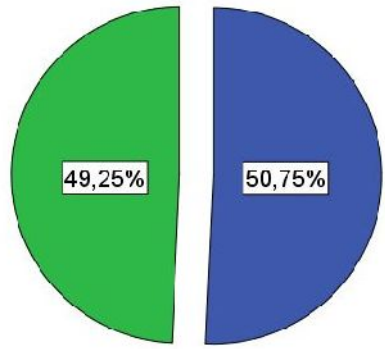
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16 48 ( ,  
48).

■ Ниска  
    транспортация  
■ Висока  
    транспортация



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(50,75%),

49,25%

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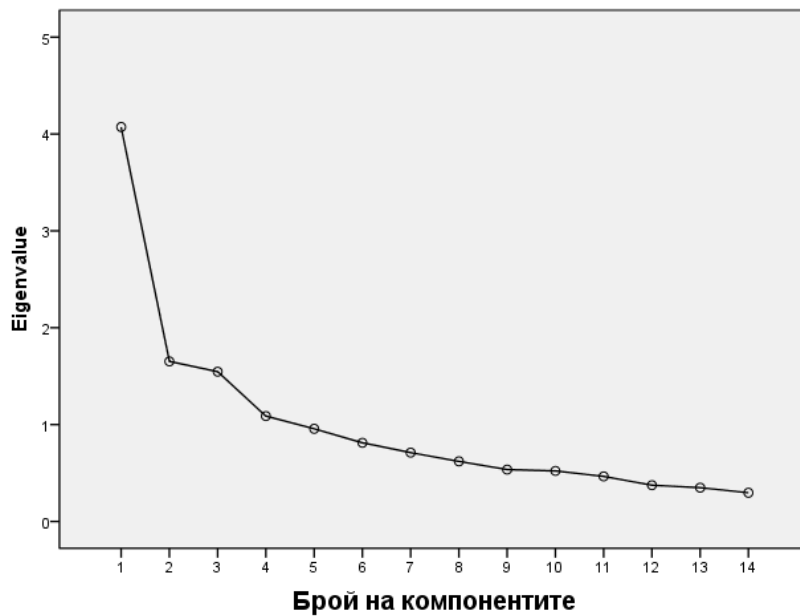
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( Direct Oblimin)  
(Varimax),

Varimax ( ).

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9.	, .*	,753	-,088
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5.	, .*	,623	,200
2.	, .*	,514	-,512
1.	, .	,474	,431
11.	.	,133	,627
10.	.	-,162	,594
3.	, .	,241	,549
7.	.	,453	,483
8.	, , .	,145	,433
14.	...	,190	,429
13.	...	,261	,420
12.	....	,398	,418

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, - , : 4, 9, 6, 5, 2, 1.  
( =0,685).  
, : 11, 10, 3, 7, 8, 14, 13, 12 -  
( =0,733).

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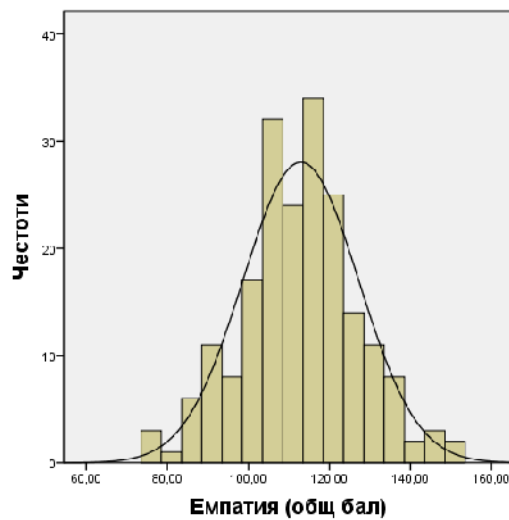
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	201
	76
	152
	113
	107
	112,93
	14,304
	,016
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 , <math><0,5.</math>  
 : - =0,403; -  
 =0,422; - =0,514; - =0,334.  
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	<b>r = ,294</b> <b>p = 000</b>	
		<b>r = -,229</b> <b>p = ,001</b>

( <math><0,001</math>) - , (r=0,294)



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			N	M	SD	F	p
			58	113,62	11,838	7,409	0,000
			58	106,31	15,117		
			45	118,38	13,997		
			40	115,40	13,528		

( $p < 0,001$ ;  $F_{|3; 197|} = 7,409$ )

( . - ).

(M=106,31; SD=15,117)  
(M=113,62; SD=11,838),  
(M=115,40; SD=13,528)

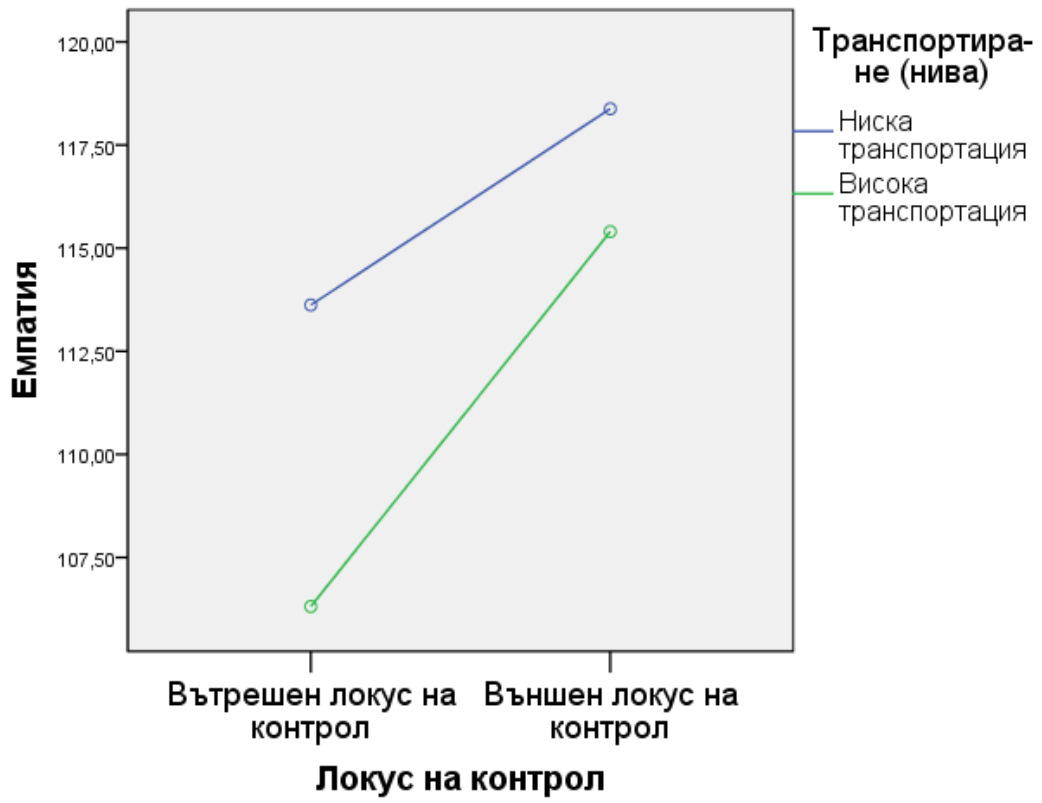


SD=13,528).

(M=118,38;

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( 2015 - 2017 . )

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(Empathic Accuracy).  
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XIV „  
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Transportation in the Persuasiveness of Public Narratives - Melanie C. Green and  
Timothy C. Brock (2000). XVI

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